

**RECEIVED
CENTRAL FAX CENTER****AMENDMENT AND RESPONSE UNDER 37 CFR § 1.111**

Serial Number: 09/767,819

Filing Date: January 22, 2001

Title: Method For Advertisers to Sponsor Broadcasts Without Commercials

MAY 19 2008

Page 2
Dkt: Zeid-02**IN THE CLAIMS**

Please amend the claims as follows.

1. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast offer purchasing incentives to viewers, the method comprising:

receiving a broadcast with embedded information about the broadcast, said embedded information being provided to allow construction of a viewing record of the broadcast, the embedded information including information indicative of one or more sponsors of the broadcast;

extracting and displaying content from said broadcast without commercial interruption to a viewer;

extracting said embedded information from said broadcast;

storing said embedded information;

collecting viewer information including a user identifier and information indicative of an amount of time the viewer spent watching a sponsored broadcast, wherein the collected viewer information is not collected in response to prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program;

sending said stored embedded information and viewer information to a remote computer to allow said remote computer to construct said viewing record; and

providing specific incentives to the viewer based on said viewing record, the viewing record including viewer information obtained without prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program, the specific incentives including information indicative of one or more sponsors of the broadcast.

2. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast offer purchasing incentives to viewers, the method comprising:

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receiving a broadcast with information about the broadcast embedded into the broadcast at regular time periods, said information including timestamps each identifying a time slice during which the broadcast is received, the embedded information including information indicative of one or more sponsors of the broadcast;

extracting and displaying content from said broadcast without commercial interruption to a viewer;

extracting said embedded information from said broadcast;

incrementing counters for counting time slices during which said broadcast is received;

storing said embedded information and said counter values;

collecting viewer information including a user identifier and information indicative of an amount of time the viewer spent watching a sponsored broadcast, wherein the collected viewer information is not collected in response to prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program;

sending said embedded information, said counter values and viewer information to a remote computer to allow a viewing time to be determined; and

providing specific incentives to the viewer based on said embedded information, the viewing time, and the viewer information obtained without prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program, the specific incentives including information indicative of one or more sponsors of the broadcast ~~and said viewing time.~~

3. (Previously Presented) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast offer purchasing incentives to viewers, the method comprising:

embedding information along with the broadcast content, said embedded information including information that allows a viewing time of said broadcast content to be determined, the embedded information including information indicative of one or more sponsors of the broadcast; and

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broadcasting said content with said embedded information to a remote viewer of the content without commercial interruption, the embedded information enabling a remote computer to retain the viewing time, information indicative of one or more sponsors of the broadcast, and viewer information, the viewer information including a user identifier and information indicative of an amount of time the remote viewer spent watching a sponsored broadcast, wherein the viewer information is not collected in response to prompted viewer feedback provided by the remote viewer as part of viewer participation in an interactive reward program.

4. (Currently Amended) The method of claim 3 further comprising:

obtaining stored embedded information so as to determine said viewing time; and sending specific incentives to said remote viewer based on said viewing time, the viewing time being obtained without prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program.

5. (Previously Presented) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast offer purchasing incentives to viewers, the method comprising:

embedding information along with the broadcast content at regular time periods, wherein said embedded information, when collected over time, allows a viewing record of the broadcast to be determined, the embedded information including information indicative of one or more sponsors of the broadcast; and broadcasting said content with said embedded information without commercial interruption to a remote viewer of the content, the embedded information enabling a remote computer to retain the viewing record, information indicative of one or more sponsors of the broadcast, and viewer information, the viewer information including a user identifier and information indicative of an amount of time the remote viewer spent watching a sponsored broadcast, wherein the viewer information is not collected in response to prompted viewer feedback provided by the remote viewer as

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part of viewer participation in an interactive reward program.

6. (Currently Amended) The method of claim 5 further comprising:

providing collected embedded information about said broadcast at a predetermined time;
from said collected embedded information, determining a number of time slices during
which the broadcast is received by the remote viewer; and
sending specific incentives to said remote viewer based on said time slices, the time
slices being obtained without prompted viewer feedback provided by the viewer as
part of viewer participation in an interactive reward program.

7. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast offer purchasing incentives to viewers, the method comprising:

receiving information representing a viewing record including information related to a
remote viewer's viewing of a broadcast without commercial interruption, the viewing
record including information indicative of one or more sponsors of the broadcast and
viewer information including a user identifier and information indicative of an
amount of time the viewer spent watching a sponsored broadcast, wherein the viewer
information is not collected in response to prompted viewer feedback provided by the
remote viewer as part of viewer participation in an interactive reward program; and
sending specific incentives to the remote viewer based on said viewing record including
information indicative of one or more sponsors of the broadcast, the viewing record
including viewer information obtained without prompted viewer feedback provided
by the viewer as part of viewer participation in an interactive reward program.

8. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast offer purchasing incentives to viewers, the method comprising:

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receiving information about a remote viewer's viewing of a broadcast without commercial interruption, the received information including information indicative of one or more sponsors of the broadcast;

receiving counter values representing the number of time slices viewed by the remote viewer;

collecting viewer information including a user identifier and information indicative of an amount of time the viewer spent watching a sponsored broadcast, wherein the collected viewer information is not collected in response to prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program;

and

sending specific incentives to the remote viewer based on said information received

including information indicative of one or more sponsors of the broadcast, the viewer information, and said counter values received, said information received being obtained without prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program.

9. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast offer purchasing incentives to viewers, the method comprising:

receiving information representing a viewing record including information related to a remote viewer's viewing of a broadcast without commercial interruption, the viewing record including information indicative of one or more sponsors of the broadcast, the viewing record further including information indicative of a user identifier and information indicative of an amount of time the remote viewer spent watching a sponsored broadcast, wherein the viewer information is not collected in response to prompted viewer feedback provided by the remote viewer as part of viewer participation in an interactive reward program;

searching a database for information about sponsors of the content of said broadcast and the incentives offered by said sponsors;

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creating a Web page containing links to all sponsor incentive websites and to specific incentives based on said database information and said viewing record; and sending said Web page to said remote viewer.

10. (Previously Presented) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

receiving information representing a viewing record including information related to a remote viewer's viewing of a broadcast without commercial interruption, the viewing record including information indicative of one or more sponsors of the broadcast and viewer information including information indicative of an amount of time the remote viewer spent watching a sponsored broadcast, wherein the viewer information is not collected in response to prompted viewer feedback provided by the remote viewer as part of viewer participation in an interactive reward program;

receiving counter values representing the number of time slices during which the broadcast was viewed by said remote viewer;

searching a database for information about sponsors of the content and the incentives offered by said sponsors;

creating a Web page containing links to sponsor incentive websites and to specific incentives based on said database information, said viewing record, and said counter values; and

sending said Web page to said remote viewer.